

African Energy JOURNAL

January – December 2010

Facts & Rates 2010

Philosophy:

Serving our readers with credible information, resulting in trusting relationships between our readers and publications, thereby providing our advertisers with receptive audiences.

Mission statement:

To report on the African continent's fast-developing power infrastructure, with an emphasis on providing early notification of emerging projects which look globally for expertise and technology inputs.

Publishers of: Websites, E-mail bulletins, Yearbooks and magazines

- The Civil Engineering Contractor
 - Mining Mirror
 - Plant Equipment & Hire
 - Building Africa
 - Urban Green File
- The Journal of Facilities Management
 - African Mining
 - African Energy Journal
- Water Sewage & Effluent (WASE Africa)
 - Quarry Southern Africa
 - African Mines Handbook
 - African Mines Online
 - Sustain Yearbook
- Equipment Specifications Yearbook

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The growth of Africa's power supply (on-grid and off-grid electricity) will support the continent's future development, and **African Energy Journal** was launched in 1999 to track this growth into the new millennium.

The magazine reports on the development of the African continent's power infrastructure, through new projects and the refurbishment of existing plants and facilities. Africa's various energy options are explored, as are the technical, economic, regulatory and environmental issues involved in the business of power generation, transmission and distribution.

Most importantly, **African Energy Journal** provides early warning of emerging projects, which look globally for expertise and technology inputs; this information is crucial for companies expanding their business into new opportunities in Africa.

The journal is circulated throughout South Africa and the rest of Africa, targeting senior decision-makers in national power utilities, government energy departments, municipalities, engineering companies, mines, contractors, equipment manufacturers, research institutions and other groups allied to the field of power generation, transmission and distribution.

African Energy Journal is published six times a year (February, April, June, August, October, December).

African Energy Journal won the award for best magazine in the Electrical & Electronics Engineering category, at the annual Magazine Publishers Association (MPASA) 2005 SAPPI Pica Awards.

The journal's well-established readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. **African Energy Journal** is mailed independantly and addressed personally by name, company and job title to a carefully researched audience.

Writing worth reading

**Brooke Patrick Publications
(Pty) Ltd**

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B R O O K E P A T T R I C K
P U B L I C A T I O N S

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Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date) A surcharge will be levied for cancellations of contract bookings.

Material deadline: Fifth day of the month prior to month of publication.

For new clients: A deposit of 30% is required, based on the total of the confirmed quote. During this time, the account will be monitored and if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

Payment is strictly 30 days for direct bookings, and 45 days for advertisement agency bookings, from the date of statement. Interest will be charged at a rate of prime plus 3% per annum on outstanding accounts

Cancellations will only be accepted in writing (with the onus of proof resting with the advertiser) and received by no later than the 1st of the month prior to the month of publication. If any advertisements are cancelled and not replaced during the course of the contract, a surcharge must be made in accordance with our rate card.

In the event that **material does not reach us on time** as instructed on the advertisement confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, or to charge the client for the advertisement without it appearing, or to place the advertisement in a future edition of the same magazine.

Special positions and frontcover alternatives cannot be cancelled once confirmed. No position can be guaranteed, unless the advertiser has paid a surcharge or if it is a cover booking.

Brooke Patrick Publications accepts no responsibility for slight **variations in colour** on advertisements.

Brooke Patrick Publications accepts no responsibility for advertisements that are supplied without a **colour proof**.

Advertisement material must be supplied in **digital format** as stipulated and will be kept in the advertisement material archive for a period of no longer than six months from the date of that material's final insertion.

Standard production rates apply for any additional work required to make digital work press-ready, including converting open files or resizing advertisements.

Alterations will be charged for.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency Commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

African Energy Journal

(published alternate monthly; February, April, June, August, October & December)

- All rates in South African Rand and exclude VAT.
- Rates for black & white advertisements: 75% of full colour rates.

Size	5-6 insertions	3-4 insertions	1-2 insertions
DPS	R13 600	R15 500	R17 000
FP	R8 800	R9 900	R11 000
1/2	R7 500	R8 500	R9 600
1/3	R6 800	R7 600	R8 500
1/4	R5 600	R6 300	R7 000
Strip	R4 600	R5 200	R5 800
Cover rates	Outside back R16 000	Inside front R14 500	Inside back R13 000

Circulation: July - December 2009

Readership breakdown by occupation/sector

- Power utility managers and engineers17%
- Government officials10%
- Municipalities17%
- Mine engineers13%
- Consulting engineers10%
- Equipment supply professionals23%
- Universities, technikons and libraries10%

The **African Energy Journal** is mailed independently and addressed personally by title, name, job title and company to a carefully researched audience.

Total circulation: 2 695

ABC audited net sales: 194
ABC audited controlled free distribution: 2 501



For Advertisement Material Requirements Contact

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We sell on value rather than price

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